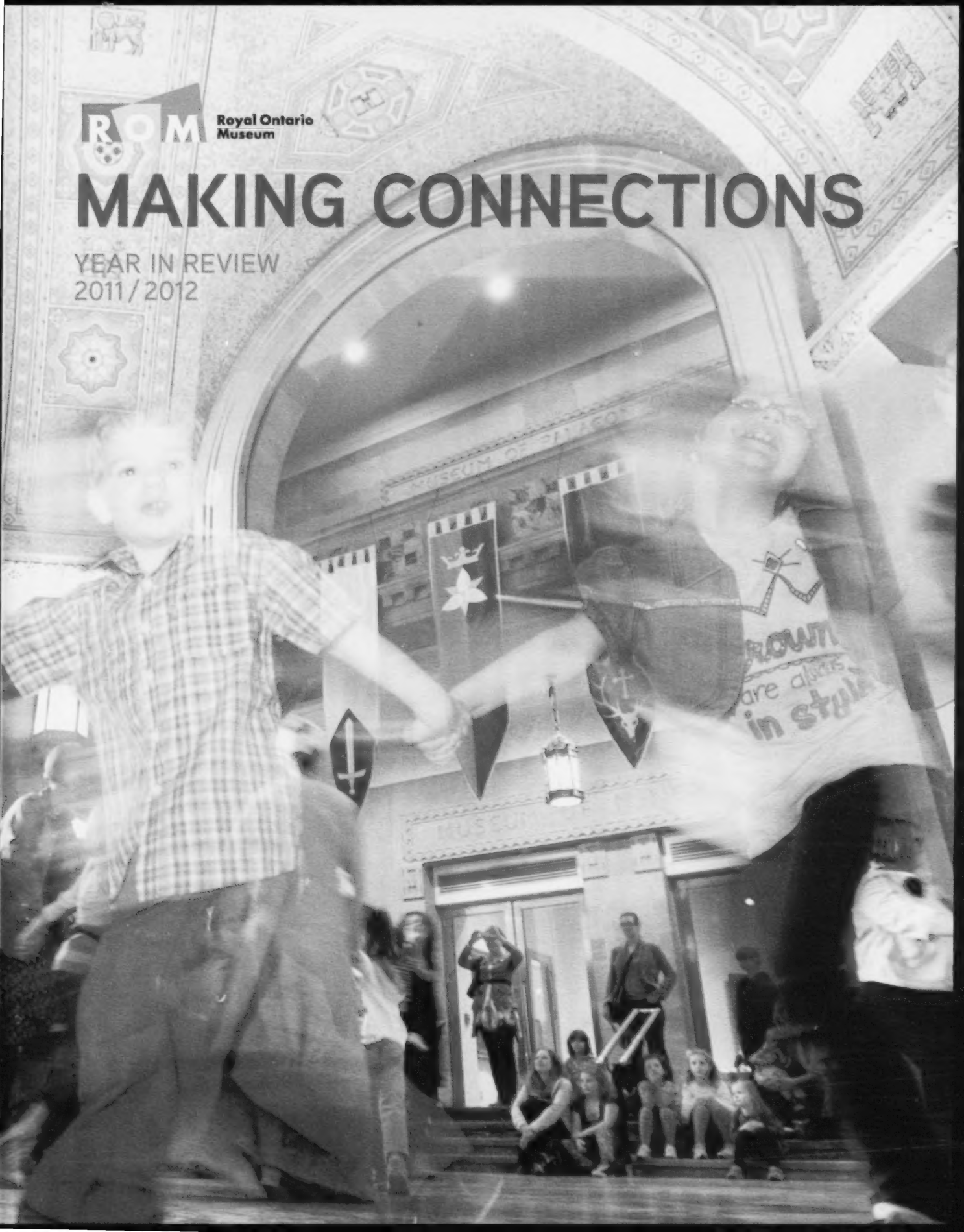

ROM
Royal Ontario Museum
MAKING CONNECTIONS
YEAR IN REVIEW
2011 / 2012

YEAR IN REVIEW

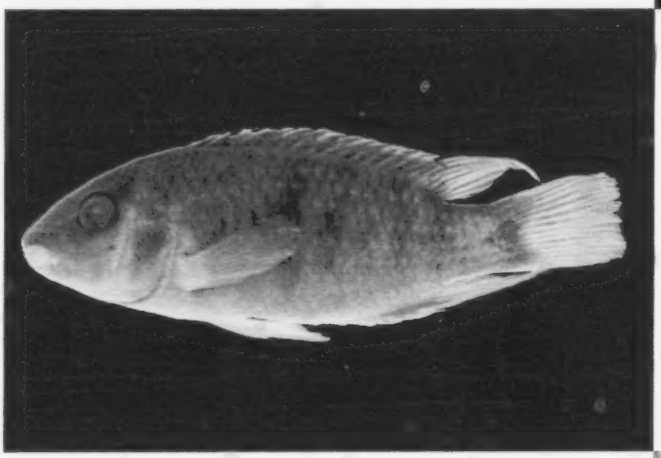
MESSAGE FROM JANET CARDING

ROM Director & CEO

This past September marked my first year anniversary at the ROM and what a remarkable year to have been here. In October, we significantly reduced our prices by up to one third because we believe everyone belongs at the ROM. We know it's a difficult economic time, especially for families, and our new, lower admission responds to this.

This is a bold move, unprecedented for museums in Canada. It's also one we consider essential as we move towards our goal of being more welcoming and relevant. Making the ROM more accessible through greater affordability is the start of many related initiatives that will culminate in our centennial celebrations in 2014.

We'll still be able to create remarkable exhibitions and support our world renowned curators and research programs because more people are now able to visit us and feel at home at the ROM—the Museum where everyone belongs.



26 NEW SPECIES DISCOVERED

In 2011/2012, ROM scientists discovered 26 new animal species, five new minerals and described two new species of fossil vertebrate animals. An unprecedented rate of global species extinction makes the discovery and documentation of our planet's diversity of life critical to understanding the impact of environmental chang

4 NEW GALLERIES

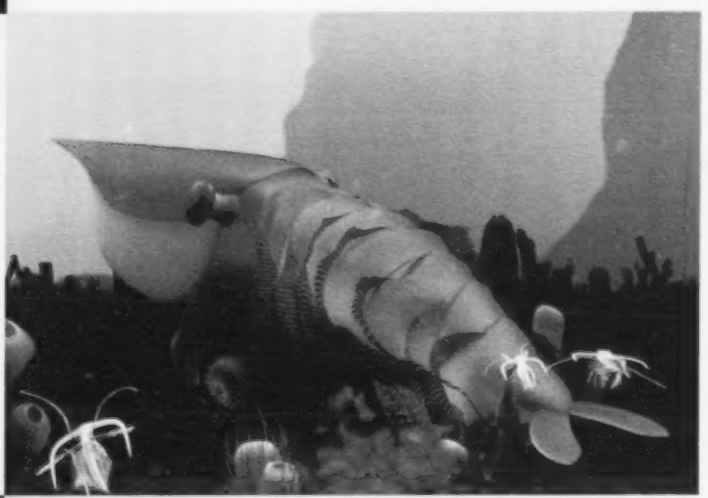
A suite of four new permanent galleries vibrantly highlight ancient civilizations. The Eaton Gallery of Rome, including the Bratty Exhibit of Etruria; the Joey and Toby Tanenbaum Gallery of Byzantium; the Joey and Toby Tanenbaum Gallery of Rome and the Near East; and the Galleries of Africa: Nubia, bring 2,500 years of history to life.

21
EXHIBITIONS ON DISPLAY

A leader in museum production, the ROM's substantial in-house expertise, combined with its international reputation, enable the development of world premiere travelling exhibitions. ROM specialists, including curators and interpretative planners, work with international partners to bring rare artifacts to Canadian audiences. Through unique story lines, innovative accessible design, and self-produced audiovisual components, the ROM develops new displays and exhibitions for the modern visitor.

95
PUBLISHED RESEARCH WORKS

The extensive work of ROM World Cultures and Natural History researchers and curators is regularly published in peer-reviewed, academic journals throughout the year. In keeping with the ROM's broad mandate and expertise, these studies range from new discoveries about the early origins of animal life to pit-loom weaving in Oman.



4,024
DONORS, SPONSORS & PATRONS

The ROM's strong supporters sustain philanthropic priorities through a variety of programs including annual giving, corporate sponsorship, gift planning, signature events, and major gifts.

304,000
STUDENTS REACHED

Through on-site Museum classroom and gallery instruction, as well as outreach educational programs, students interact with artifacts and specimens and learn how to observe, study and relate them to their lives today.

987,534
VISITORS

Last year a total of 987,534 people visited to enjoy the ROM's offerings, with 29,335 households showing their continued support and interest through ROM Membership. An additional 1.6 million people visited the ROM's website.

EXHIBITION & GALLERY HIGHLIGHTS

MAYA: SECRETS OF THEIR ANCIENT WORLD

NOVEMBER 19, 2011 – APRIL 9, 2012

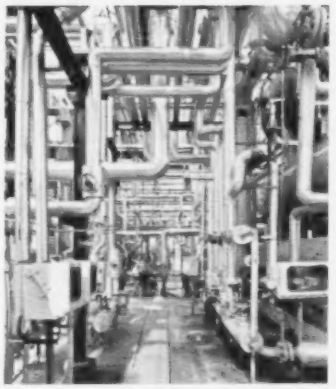
Garfield Weston Exhibition Hall
Level 2B, Michael Lee-Chin Crystal

Co-produced by the Royal Ontario Museum (ROM) and the Canadian Museum of Civilization (CMC) in collaboration with the National Institute of Anthropology and History (CONACULTA-INAH).

SUPPORTING PARTNER: Mexico Tourism Board
GOVERNMENT PARTNER: Ontario Cultural Attractions Fund
PROMOTIONAL PARTNER: GO Transit, A Division of Metrolinx
PROMOTIONAL PARTNER: Grocerygateway.com
MEDIA PARTNER: Toronto Star

An international collaboration between the ROM, the Canadian Museum of Civilization (CMC) and the National Institute of Anthropology and History (INAH), this major exhibition featured nearly 250 artifacts of the Mesoamerican culture. Large sculptures, ceramics, masks, and jewellery brought the Classic Period (250 – 900 CE) to life, telling the story of their sacred rulers, architectural accomplishments, elaborate writing system and cosmology. Many artifacts were loaned from Mexican museums in the Yucatan Peninsula region, as well as prominent institutions including the British Museum, Princeton University Art Museum and Toronto's own Gardiner Museum, complemented by the ROM's own renowned holdings. Most had never been seen in Canada, and many, some only recently excavated, were recognized as among the most significant archaeological finds of the Maya civilization.

Supported by the Department of Canadian Heritage through the Travelling Exhibitions Indemnification Program.



EDWARD BURTYNSKY: OIL

APRIL 9 – AUGUST 21, 2011

Roloff Beny Gallery, ICC
Level 4, Michael Lee-Chin Crystal

Fifty-three provocative large-format photographs by internationally renowned Canadian artist Edward Burtynsky explored the hotly-debated effects of oil extraction, our international dependency on the substance, and the broader environmental impacts of oil production. Burtynsky's photographs render his subjects with transfixing clarity and detail. His extensive exploration was organized thematically into three distinct groupings: Extraction and Refinement, Transportation and Motor Culture, and The End of Oil.

Edward Burtynsky: Oil is presented by the Ryerson Gallery and Research Centre, the Scotiabank CONTACT Photography Festival and Scotiabank Group, and hosted at the Institute for Contemporary Culture at the Royal Ontario Museum. Edward Burtynsky: Oil is organized by the Corcoran Gallery of Art, and made possible with the generous support of the Scotiabank Group.

BOLLYWOOD CINEMA SHOWCARDS: INDIAN FILM ART FROM THE 1950s TO THE 1980s

JUNE 11 – OCTOBER 16, 2011

Special Exhibitions Gallery
Level 3, Heritage Building

SUPPORTING SPONSOR: CIBC
PROMOTIONAL PARTNER: Cineplex Entertainment
EXHIBIT PATRON: Moïra and Alfredo Romano
MEDIA PARTNER: CanIndia News
MEDIA PARTNER: CP24
GOVERNMENT PARTNER: Government of Ontario

Through a combination of photo collage and hand painting, Indian artisans created imaginative, dynamic interpretations of scenes from Bollywood films for film advertisements. This exhibition featured a stunning array of vintage cinema showcards and other artwork from Bollywood's advertising industry.

The timing of the exhibit coincided with the International Indian Film Academy Awards held in Toronto and the Year of India in Canada 2011.

Bollywood Cinema Showcards: Indian Film Art from the 1950s to the 1980s was made possible through funding provided by the Government of Ontario

EXHIBITION HIGHLIGHTS

* Water: The Exhibition
* Maya: Secrets of their Ancient World
* Embellished Reality: Indian Painted Photographs
* Bollywood Cinema Showcards: Indian Film Art from the 1950s to the 1980s
* Edward Burtynsky: Oil
* Who's Drawing The Lines: The Journey of Judith Snow
* The Art of Collecting
* Fryderyk Chopin & the Romantic Piano
* David Hockney's fresh flowers: Drawings on the iPhone and iPad
* The Kingston Prize: Canada's National Portrait Competition
* TIFF Future Projections 2011 – Buffalo Days by Peter Lynch
* Shahnama: The Persian "Book Of Kings"
* Toronto's Carnival: Festival Photographs from 1967 to Today
* Sitting Still: Faces of Childhood
* Bright Oriental Star
* Out of the Vaults: Dinosaur Eggs & Babies: Remarkable Fossils from South Africa

NEW GALLERIES

JOEY AND TOBY TANENBAUM GALLERY OF ROME AND THE NEAR EAST

OPENED JULY 1, 2011

This gallery examines urban life and culture that flourished under Roman rule and influence, beginning with Seleucid Syria in 64 BC, the Nabataean kingdom of Petra in AD 106, Palmyra in AD 130, and Judaea in AD 135.

GALLERIES OF AFRICA: NUBIA

OPENED JULY 1, 2011

This gallery highlights the civilization that flourished in the Nile Valley for thousands of years, particularly between 800 BC and 400 AD, and the extraordinary ancient legacy that stretched from Aswqan in Egypt to Khartoum in Sudan. Displayed are ancient artifacts and the ROM's ongoing archaeological research.

EATON GALLERY OF ROME

OPENED JULY 1, 2011

Over 500 artifacts explore aspects of daily Roman life, contrasting tastes throughout the vast Empire and the Roman influence on diverse local cultures. The Bratty Exhibit of Etruria features highly complex works in terracotta, bronze, and gold showcasing the lasting legacy of the Etruscan society.

JOEY AND TOBY TANENBAUM GALLERY OF BYZANTIUM

OPENED JULY 1, 2011

This new permanent gallery traces the final epoch in Roman history. This phase in the history of the Roman Empire was ushered in with the dedication (re-naming) of Constantinople in AD 330. Historians later termed it the Byzantine Empire.

COLLECTIONS & RESEARCH

ACQUISITION HIGHLIGHTS

Masterpiece Batiks

The ROM acquired 45 iconic Indonesian batik textiles from German collector Rudolf Smend. This selection represents all the major traditions and forms, giving the ROM world class holdings of batiks. This acquisition was made possible by the generous support of the Louise Hawley Stone Charitable Trust.

Oviraptor-type Dinosaur Specimen

This nearly complete skeleton of a Cainagnathid theropod was acquired with the generous support of the Louise Hawley Stone Charitable Trust. This specimen represents a new species and greatly enhances the ROM's collection of predatory dinosaurs referred to as "raptors".

Botany Bequest

A bequest of 21,521 plant specimens from the estate of the late Professor John K. Morton (University of Waterloo) included all of the North American and British specimens from his personal herbarium. Also donated were botany books and a set of original illustrations of Ontario pollen grains.

Ciborium

An exceptionally rare and important Early Byzantine limestone ciborium or canopy from approximately the sixth century AD was generously donated to the ROM by Joey and Toby Tanenbaum. The ciborium is on permanent exhibition and is a centrepiece in the Joey and Toby Tanenbaum Gallery of Byzantium.

FIELD RESEARCH

The ROM is the largest field research institution in the country and is a world leader in several research areas, from biodiversity, palaeontology, and earth sciences to archaeology, ethnology and visual culture. The Museum contributes to international projects including the Barcode of Life consortium. The ROM originates new information that furthers global understanding of historical and modern change in culture and environment.

In 2011/2012, curatorial staff conducted field research in numerous regions across Canada and in 20 countries around the world. Projects ranged from the study of the Peking Man site at Zhoukoudian near Beijing, to ground-breaking findings of 190-million year old dinosaur nests and eggs containing fossilized embryos in South Africa, to the diversity of bats in Guyana.

INSTITUTE FOR CONTEMPORARY CULTURE

ICC Institute for Contemporary Culture

"Fabulous event ... just visiting for the day from Vancouver and so amazed to have had the experience."

KIT GRAUER – posted to Facebook, October 19, 2011,
regarding the ICC program David Hockney in Conversation with Charlie Scheips

The Institute for Contemporary Culture (ICC) stimulates diverse audiences to think creatively about the world around them. Inspired by the ROM's mission and collections, last season the ICC examined living societies and the natural world, linking the present to the past through innovative exhibitions and the creation of dynamic content using new technologies. The 2011/2012 season featured exhibitions on topics as far-ranging as Bollywood showcards from India, drawings on iPads by David Hockney, large-scale photography by Edward Burtynsky, as well as the work of 30 emerging Canadian artists in the annual Kingston Prize portrait competition.

David Hockney's fresh flowers: Drawings on the iPhone and iPad

October 8, 2011 to January 1, 2012
Paint generously donated by:
Farrow & Ball

This ICC exhibition reveals David Hockney's extraordinary use of a new medium. The exhibition featured approximately 100 iPhone drawings displayed on 20 iPods, as well as an additional 100 iPad drawings on 25 iPads. Twenty drawings in this exhibition featured playback animations of the works being drawn from start to finish, allowing viewers insight into the artist's creative process.

LIFE IN CRISIS: Schad Gallery of Biodiversity

"Thank you for the bug blog – what a great idea! We have a number of unidentified visitors around our house as we live on a ravine and enjoy the challenge of finding out more about them!" CRISTINA COX – posted to Facebook, July 26, 2011

The Life in Crisis: Schad Gallery of Biodiversity is the Museum's central hub for programs, projects, and conversations designed to raise awareness about significant challenges facing our living planet. Last year, Managing Director Dave Ireland and a dedicated team of curators, technicians, programmers, and teachers brought to the fore the ROM's vast collection of natural history specimens, ground-breaking research, and innovative programs to engage and inspire our visitors, partners, and supporters.

In 2011/12, the team produced the Find the Baby Bison contest, challenging youth to search for and in turn learn about a "lost" bison calf. It also collaborated with WWF – Canada and Loblaw Companies Limited to produce *Canada's Oceans and You*, an interactive, specimen-rich display at North America's largest green consumer tradeshow, the Green Living Show. Weekly interactive programming and activities in the Schad Gallery and Earth Rangers studio drew crowds throughout the year.

EDUCATION & PROGRAMS

"Can't say enough about how wonderful the Saturday Morning Club program is. My daughter is always excited to come and wishes she could do it every day!! She will definitely continue with future programs!! Thank you!!" Parent of 6-year-old Animal Alphabet camper

SCHOOL VISITS

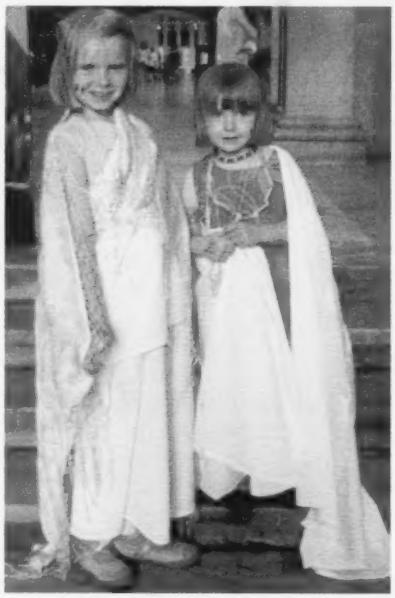
Last year, the ROM continued its longstanding tradition of collaborating with school boards and others to develop curriculum in culture and nature. Courses for visiting schools held in ROM labs and classrooms provided unique opportunities to handle real specimens. Last fiscal year, 15,540 visits were funded through the School Visits Bursary program thanks to the generosity of our donors and sponsors.

In February 2012, the ROM and Fleming College partnered to launch an innovative graduate certificate program in Environmental Visual Communication, now offered onsite at the Museum. A partnership with Blyth Academy continued, offering accredited secondary school courses in science and the humanities with access to the Museum's resources. Distance learning was enabled through an ongoing partnership with Contact North, Ontario's Distance Education and Training Network, providing an interactive opportunity free-of-charge to elementary and secondary school students in remote northern Ontario communities.

PROGRAMMING

A wide variety of programming ranges from advanced scholarly lectures to themed family weekends.

For the past 70 years, ROM Summer Club has been one of Toronto's most diverse summer camps, with programs inspired by the collections and research of a world-class museum. Notable 2011/2012 lectures and symposia include the ROM 2011 Colloquium: World Discoveries, the 5th Annual ROM Mediaeval Symposium, Water: the Forum, and The William Thorsell Forum - Maya Distinguished Lecture Series, which included Collapse: How Societies Choose to Fail or Succeed with world renowned scientist and author Jared Diamond.



SELECT PROGRAMS LISTINGS

* Rock, Gem, Mineral, Fossil, and Meteorite Identification Clinic
* Curator's Corner
* Partners in Protection
* ROM 2011 Colloquium: World Discoveries
* The Mediaeval World – 5th Annual ROM Mediaeval Symposium
* Ancient Nubia: New Discoveries in the Middle Nile Valley
* Eva Holtby Lecture on Contemporary Culture: Carlos Fuentes on Contemporary Mexico
* Water: the Forum
* Maya Distinguished Lecture Series
* History Wars: Canada is not Bilingual, Binational or Bicultural
* Beyond Bollywood Cinema Showcards
* Decorative Textiles Lectures – Quilts and Quilting with Patricia Harris
* The African Bushmeat Crisis: A Story ofHope
* Earth Rangers: Bring Back the Wild
* Summer Club
* Saturday Morning Club
* ROM Sleepovers
* Tiny Tots
* ROM Moms
* New to Canada Youth Club

COMMUNITY OUTREACH

"I enjoyed being able to have (tactile exhibits and Braille) to touch rather than having to rely on people describing everything to me." Robert Hampson, ROM Visitor

ROMCAN

The ROM's Community Access Network (ROMCAN) facilitates free Museum visits for those who may not otherwise be able to visit for a variety of reasons. The ROM partners with agencies best positioned to reach individuals who most benefit. These include the Toronto Public Library through the Sun Life Financial Museum + Arts Pass and the Institute for Canadian Citizenship, an organization providing ROM admission to new Canadians during monthly citizenship ceremonies through its Cultural Access Pass (CAP) program. Last year, ROMCAN was expanded by 50 per cent—up to 75,000 free admissions—through increased support from continuing partners The United Way and The Hospital for Sick Children (SickKids), as well as the addition of new partners including the YMCA and YWCA, who serve families and individuals on fixed incomes as well as new Canadians.

Artifact Outreach

The ROM's collection of six million objects showcasing art, archaeology and natural sciences reaches beyond the Museum's physical walls. Travelling Exhibits, Travelling Starlab and School Cases bring artifacts to remote areas of Ontario and other provinces—with a total outreach of 583,457 individuals in 2011/2012. Through the strength of the ROM's relationships with museums around the world, a total of 23 artifact loans were arranged from the ROM's collections last year—including to the Los Angeles County Museum of Art, Canadian Museum of Civilization, Canada Science and Technology Museum, University of British Columbia Museum of Anthropology, and Toronto's Gardiner Museum.

Community Partnerships: Celebrating Cultural Diversity

The ROM is at the heart of Toronto — one of the most vibrant and diverse cities in the world. Its world cultures mandate provides a natural place for Canadians from all backgrounds to celebrate and learn about their own as well as other cultures. This year, the ROM held three Heritage Days featuring weekend programming, with all activities included with general Museum admission.

Programming in 2011/2012 included Iranian Heritage Day, Korean Cultural Heritage Day, and African & Caribbean Cultural Heritage Day. Each included performances (music, dance, readings), tours, curatorial lectures, children's arts and crafts, film screenings, and traditional fare.

ACCESSIBILTY

"The speech with Judith Snow was amazing. She made me realize that no matter what kind of person you are, if you have a disability ... you can still do anything if you have the help and support of someone."
— Student, Rose of Durham

The Royal Ontario Museum is a leader in providing accessible museum experiences for all visitors through its Accessibility Strategy and Committee, and the use of innovative technologies, partnerships, tours, displays, and ground breaking programs.

The ROM was the recipient of the 2012 Canadian Foundation for Physically Disabled Persons (CFPDP) Corporate Award. Presented each year at the Great Valentine Gala, the CFPDP Corporate Award recognizes the exemplary contributions of Canadian companies and organizations in support of people with physical disabilities. The ROM was the first Canadian museum and non-profit organization awarded this important recognition during the 20 year history of the CFPDP Corporate Award.

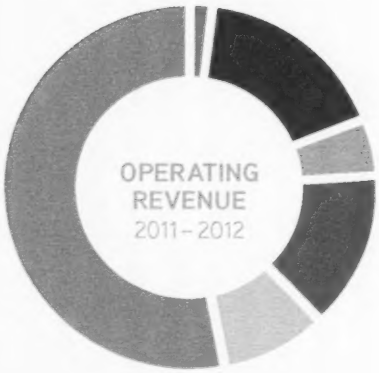
From August 20, 2011 to March 4, 2012, the ROM presented the exhibition *Who's Drawing the Lines: The Journey of Judith Snow*. It explored paintings by Snow, a quadriplegic artist and world leader on inclusion issues for people labeled as disabled. The exhibit revealed how, through her unique way of creating art, Snow overcame a lifetime of perceived limitations to express "all that is in [her] heart". *Who's Drawing the Lines* confronted common perceptions of disability and illustrated the artist's emancipation from these stereotypes to honour her physical, intellectual, and emotional diversity.

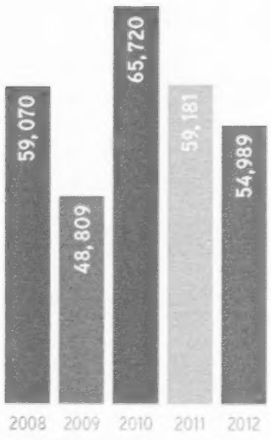
STATS AT A GLANCE

operating revenue

Government Grants	53%
Foundation	9%
Admission Fees	14%
Museum Programs	5%
Ancillary Operations	17%
Other Revenue	2%

Excludes Gifts-in-kind and amortization of deferred capital contributions



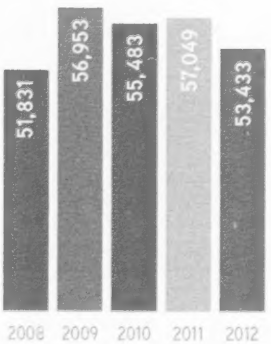


5 YEAR OUTLOOK
(fiscal year - in thousands $)

operating expenses

Curatorial and Collections Management	24%
Building and Visitor Services	22%
Ancillary Operations	11%
Exhibitions	13%
Education and Public Programs	5%
General and Administration	7%
Marketing and Public Relations	8%
Library and Information Services	5%
Other	5%

Excludes Gifts-in-kind and amortization of capital assets.



5 YEAR OUTLOOK
(fiscal year - in thousands $)

PHILANTHROPIC SUPPORT

The Work of the ROM Governors

Established in 1992 as the ROM Foundation, the office of the ROM Governors is responsible for all philanthropic activities in support of the Museum's highest priorities. Its work enables the ROM to better serve its diverse and ever-changing community, by fostering long-term sustainable relationships of exceptional value — both to the institution and its donors. The office of the ROM Governors is supported by an independent Board which provides leadership in a wide range of philanthropic activities supporting ROM programs, research, collections, galleries, exhibitions, and outreach programs.

The ROM thanks and acknowledges the following donors who have made gifts of $25,000 or more from April 1, 2011 to March 31, 2012.

LEADERSHIP GIFTS
($1,000,000 to $4,999,999)

Barrick Gold Corporation

Louise Hawley Stone Charitable Trust*

MAJOR GIFTS
($100,000 to $249,999)

Estate of Glenn Davis

Linamar Corporation

Moira and Alfredo Romano

James and Louise Temerty

SPECIAL GIFTS
($25,000 to $99,999)

J.P. Bickell Foundation

Lyle D. Johnson

Estate of John H. Milnes

Prospectors & Developers Association of Canada

ROM Department of Museum Volunteers*

Richard I. Thorman

Anonymous (1)

*Represents ongoing annual support at this level.

Please refer to the Annual Report for a complete listing of all our donors, sponsors and patrons.

The Royal Ontario Museum (ROM), Canada's preeminent museum of natural history and world cultures, opened to the public in 1914. With six million objects in its collections and over 30 galleries showcasing art, archaeology, and natural science, the ROM's diverse exhibitions, galleries, and programming appeal to a wide array of audiences. At the centre of one of North America's great cities, the ROM is a major destination for visitors from around the world.
A leading global research institute, ROM curators and researchers continue to make new discoveries and originate information towards a global understanding of historical and modern change in culture and environment. The ROM is an agency of the Government of Ontario.
We look forward to meeting you here.
Royal Ontario Museum
100 Queen's Park
Toronto ON, Canada
M5S 2C6
For 24-hour information
in English and French,
please call 416.586.8000
Or visit www.rom.on.ca
Tickets available online